blu eCIGS™

User Manual

RECHARGEABLE KIT

Includes:

- 1 rechargeable e-cigarette pack
- 2 rechargeable batteries
- 1 car charger
- 1 USB cable
- 5 flavor cartridges

For optimum performance, it is recommended that you charge your pack completely before initial use.

blucigs.com

What Are blu eCigs® Electronic Cigarettes?

blu™ electronic cigarettes are electronic smoking devices. Also known as an "e-cigarette," our product is easy to use, yet cutting-edge in design and functionality. Intended for adult smokers who desire an alternative to traditional tobacco cigarettes, blu electronic cigarettes produce vapor and not the tobacco smoke, ash, and odor of cigarettes.

A blu e-cigarette contains a blue LED on the tip that lights up each time you inhale. This blue light lets observers know you are not smoking a traditional cigarette, which may reduce concerns in places where traditional cigarettes are prohibited.

blu e-cigarette flavors are made in China. The pack, batteries, and chargers are made in China at our BS EN ISO 9001:2008 certified factory.

Rechargeable Pack

Flavor Cartridge

USB Cable

Rechargeable Battery

Car Charger

1. The Basics

- The top light is blue and it is associated with the pack's charge. When the pack needs recharging, the blue light will blink rapidly, approximately every two minutes. This light will also blink when you first place a battery into the pack for charging. The number of times the blue light blinks indicates the number of times the pack can charge the battery before the pack needs recharging.

- The bottom light is red and it is associated with the e-cigarette battery's charge. The red light will glow when the battery is properly loaded into the pack and the lid is closed. The red light will stop glowing once the battery is fully charged.

CAUTION: It is recommended that you keep blu e-cigarettes in the pack at all times when not in use. Carrying the e-cigarettes outside of the pack (e.g., loosely in your pocket or purse) may cause them to activate and overheat.

2. Charging the Pack

The pack is shipped with some charge already; however, for best performance with first time use, it is recommended that you completely charge the pack before using it.

To ensure you charge the pack correctly, please follow these steps:

To charge with a USB-compatible device:

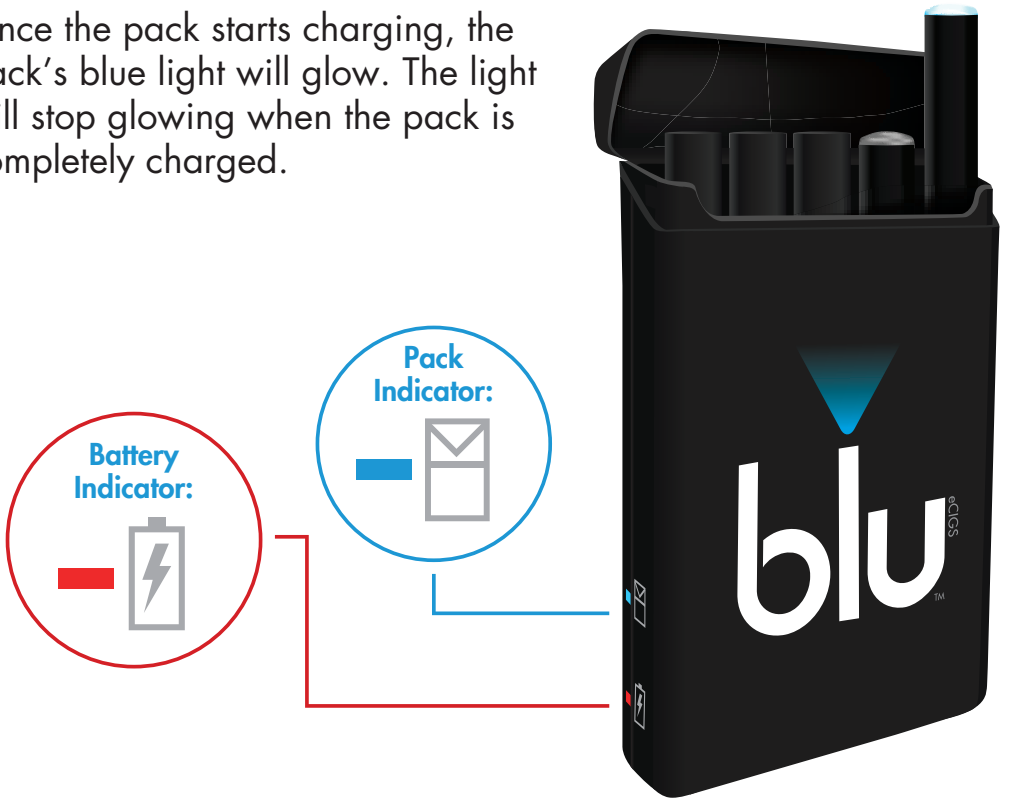
1. Plug the enclosed USB cable's large end into the USB-compatible device.
2. Plug the USB cable's small end into the bottom of your pack.

To charge in a vehicle:

1. Plug the enclosed car charger into any standard 12V DC car lighter outlet.
2. Plug the enclosed USB cable's large end into the car charger.
3. Plug the USB cable's small end into the bottom of your pack.

WARNING: Do not charge the pack or batteries with any charging device other than blu chargers. Use only the provided USB cable when connecting the pack to the car charger. Using any other device for charging the pack or batteries may cause fire. Chargers and other accessories may be purchased at blucigs.com/store.

Once the pack starts charging, the pack's blue light will glow. The light will stop glowing when the pack is completely charged.



3. Charging the Batteries

Batteries are shipped with a slight charge already; however, for best performance with first time use, it is recommended that you completely charge the batteries before using them.

Once your pack is charged, charge the batteries by completing the following steps:

1. Remove the plastic wrapper from one of the batteries.
2. Open the pack. Locate the slot marked "CHARGE."
3. Insert the battery's open-ended side into this slot, and close the lid.

When you first place a battery into the pack for charging, the pack's blue light will flash according to the remaining number of times the pack can charge a battery before the pack itself needs recharging.

The pack's red light will glow when the battery has been properly loaded into the pack and the lid has been closed. A solid red light indicates the battery is charging. As soon as the battery is fully charged, the red light will shut off.

If the red light blinks, remove the battery for 10 seconds then reinsert into the pack. If the red light continues to blink, then the battery is defective or has been depleted of its charge, and the battery should be discarded and replaced with a new one.

Once totally depleted of its charge, the pack may take up to two hours to recharge fully. When the blue LED at the tip of the e-cigarette flashes approximately 30 times, the e-cigarette battery needs to be recharged. Be sure to charge both batteries that came in your Rechargeable Kit.

4. Using the Flavor Cartridge

NOTE: blu cartridges are designed to be used only with your blu electronic cigarette and should not be used with any other product, or for any other application.

Each blu cartridge is equivalent to approximately 250 puffs, with varying results depending on individual use. Do not remove the cartridge cap or seal until you are ready to use a cartridge. Cartridges should be stored in the pack with the threaded side down.

Have questions about your blu electronic cigarettes?
Call us before you go back to the store.
We are here 7 days a week, 7am - 11pm EST.

Call 1-888-207-4588,
visit **blucigs.com/customer-service**,
or scan the QR code below to chat live with
a blu customer representative right now.

blucigs.com

To use a blu flavor cartridge, complete the following steps:

1. Remove one flavor cartridge from the pack.
2. Remove the plastic end cap from one end of the flavor cartridge.
3. Remove the intake seal from the other end.
4. Screw the cartridge into the battery.

Flavor Cartridge Battery

blu cartridges are sealed until the cap and seal are removed, but if for some reason you get fluid from the cartridge on your skin, wash the affected area under water. Once a cartridge is empty, it will not produce vapor and can be replaced.

5. Using the blu Electronic Cigarette

NOTE: The following instructions detail the only way the blu electronic cigarette is to be used.

Once you have charged the battery and connected it to the cartridge, you are ready to start using your blu e-cigarette. Simply place the cartridge end in your mouth and inhale slowly and deeply. This will vaporize the liquid, allowing you to inhale and exhale vapor.

Each time you take a puff, the blue LED at the tip of the e-cigarette will glow to indicate the device is working properly. When the blue LED at the tip of the e-cigarette flashes approximately 30 times, the e-cigarette battery needs to be recharged.

The blu electronic cigarette's blue LED will flash 15 times if you take a single puff lasting 8 seconds or more. The e-cigarette will then temporarily stop functioning, but it will reset after a few seconds. This shut-off feature helps ensure the e-cigarette stays within normal operating temperature and usage ranges, and helps provide a consistent quality experience.

6. Nicotine Levels

(H) High (Approx. 13–16mg) **(H) Medium** (Approx. 9–12mg)
(L) Low (Approx. 6–8mg) **(N) None** (0mg)

blu cartridges have various levels of nicotine, ranging in strength from 0 mg. to 16 mg. Nicotine content is categorized as follows: None (0mg), Low (Approx. 6 to 8mg), Medium (Approx. 9 to 12mg), and High (Approx.13 to 16mg).

Flavor Icons

Cartridge flavors are represented by the following icons:

Cherry Crush

Java Jolt

Magnificent Menthol

Peach Schnapps

Pina Colada

Classic Tobacco

Vivid Vanilla

Icon Location

CAUTION:

- Persons under 18 years of age are not permitted to purchase or use blu electronic cigarettes. Non-smokers; pregnant women; women who may become pregnant; women who are breastfeeding; persons with or at risk of heart disease, high blood pressure, or diabetes; or persons taking medicine for depression or asthma should not use this product.
- Nicotine is addictive and is known to cause sudden and severe increases in heart rate and blood pressure and may be dangerous to your health.
- You should consult your physician before using any blu electronic cigarette product.
- If you are smoking tobacco products, you are encouraged to stop.
- Please keep out of reach of children and pets. Some parts of a blu electronic cigarette may be a choking hazard. If ingested, please consult a poison control center, a doctor, or, in the case of a pet ingesting, a veterinarian immediately.
- blu electronic cigarettes are not a smoking cessation product and have not been evaluated by the Food and Drug Administration, nor are they intended to treat, prevent or cure any disease or condition. blu electronic cigarettes are designed to be a smoking alternative to traditional tobacco cigarettes. If you wish to quit smoking, please consult your doctor or pharmacist.

blu LIMITED WARRANTY

blu eCigs warrants for a period of one year from the original purchase date, that the pack, chargers and batteries included are free from material defects in workmanship. If material is found to be defective, the sole liability of blu is to repair or replace the product with a factory- recertified product. If there is dissatisfaction or damage arising from use of our product, you agree the only recourse and maximum liability may be repair or replacement of your product. This warranty is provided in lieu of all express or implied warranties, including merchantability and fitness warranties unless these warranties are required by law.

The warranty does not apply to cartridges or if the product is used with products other than blu products, used for commercial purposes, damaged by wear and tear, acts of God, misuse, abuse, negligence, accident, modified or tampered with, or for any cause other than defective material or workmanship.

If such warranties are required, they will apply only during the warranty period. For more information, visit blucigs.com/customer-service.

FCC NOTICE

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

CE NOTICE
INFORMATION FOR THE USER

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. This device also complies with the limits for a Class B digital device, pursuant to presently harmonized European standards. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference with radio communications. Operation of this equipment in a residential area is likely to cause harmful interference in which case the user will be required to correct the interference at the expense of the user.

The user may find the following publication prepared by the Federal Communications Commission helpful:

"How to Identify and Resolve Radio-TV Interference Problems"
(Stock Number 004-000-00345-4).

Available exclusively from the Superintendent of Documents, Government Printing Office, Washington, DC 20402 (telephone 202-512-1800).

WARNING:

Changes or modifications not expressly approved by the party responsible for compliance to Part 15 of the FCC Rules could void the user's ability to operate the equipment.

NOTE:

blu eCigs® electronic cigarettes can be purchased and used by anyone who is 18 years of age and older. It should not be used by children; pregnant or breast feeding women; people with heart disease, high blood pressure, or diabetes; or people taking medicines for asthma or depression. Consult your physician before using any electronic cigarette product.

CALIFORNIA PROPOSITION 65: Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

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